

## **Assistant City Manager/Economic Development & Redevelopment Manager**

### **DEFINITION**

Under administrative direction from the City Manager, manages, directs, and coordinates the City's redevelopment, economic development, and public information programs, including the design, implementation, monitoring, and evaluation of programs which encourage economic development and effective communication with the public in the city; provides highly responsible and complex administrative support to the City Manager, department heads, and the City Council; oversees the volunteer program; coordinates activities with other city departments; may exercise direct supervision over clerical and professional staffs; coordinates projects to ensure compliance with federal, state, and local regulations; and performs related work as required.

### **CLASS CHARACTERISTICS**

This is a single-position classification. The incumbent reports to the City Manager and has responsibility for providing daily supervision of subordinate staff.

### **EXAMPLES OF DUTIES** (Illustrative Only)

- Plans, develops, coordinates and implements the objectives of the City's economic development and redevelopment programs
- Organizes and actively implements a business attraction and retention program
- Serves as key staff to the Redevelopment Advisory Committee and the Redevelopment Agency
- Meets and confers with property owners, tenants, developers, contractors, and various government agencies
- Negotiates complex development and real estate deals
- Works with the public and City departments to coordinate volunteer activities
- Assists finance team with structuring tax increment bond financing
- Identifies availability of outside revenue sources to achieve program goals
- Oversees the City's public information program and coordinates the work of outside contractors
- Participates in the development and administration of the assigned budget
- Develops and recommends policies, procedures, standards and ordinances to ensure compliance with applicable laws and regulations
- Provides staff assistance to the City Manager, department heads, and City Council
- Interprets and advises staff on applicable laws, regulations, policies and procedures
- Coordinates assigned activities with other divisions, departments, governmental agencies and outside organizations
- Prepares and maintains a variety of records, reports and correspondence related to program activities
- Attends and/or makes presentations at council, interagency, committee, and other meetings and conferences
- Acts on behalf of the City Manager as needed

## QUALIFICATIONS

### Knowledge of

- Administrative principles and methods, including goal setting, program and budget development and implementation
- City organization and functions; laws, rules and regulations governing assigned activities
- Principles, practices and techniques of redevelopment, economic development, and business retention and attraction practices
- Principles and procedures of financial record keeping and reporting
- Federal, state and local laws and regulations pertaining to redevelopment, economic development, neighborhood revitalization, property acquisition, tax increment financing and short and long term borrowing techniques
- Principles and practices of marketing and public outreach methods and techniques
- Principles of personnel management, supervision, training, and performance evaluation
- Personal computer hardware and software typically found in a modern office

### Skill in

- Planning, organizing, assigning, supervising, reviewing and evaluating the activities of program areas
- Developing, implementing, and interpreting goals, objectives, policies, procedures, and work standards
- Coordinating assigned activities with other City departments and agencies as required
- Coordinating and administering various redevelopment, economic development and neighborhood revitalization programs
- Negotiating complex development deals, including DDAs and OPAs
- Assisting with the determination of the best available options for infrastructure and redevelopment activity financing
- Developing and administering effective marketing and public outreach programs
- Analyzing complex problems, evaluating alternatives, and making sound recommendations related to program activities
- Preparing and administering a departmental budget
- Analyzing complex financial data, including public and private financial statements, balance sheets, and development pro-forma information
- Selecting, training, motivating and evaluating assigned staff
- Establishing and maintaining effective working relationships with those contacted in the course of work
- Using computer technology and applications in the performance of daily activities
- Preparing and presenting clear, concise and logical written and oral reports

A typical way of gaining the knowledge and skills outlined above is:

- Equivalent to a Bachelor's degree with major course work in public administration, business administration, planning, economics, finance or a related field (a Master's degree in public

administration, business administration, finance or related field is highly desirable); and seven (7) years of increasingly responsible redevelopment and economic development experience including at least three (3) years of administration and supervisory experience.

#### LICENSES AND CERTIFICATES

Possession of a valid California driver's license.

#### PHYSICAL DEMANDS

Mobility to work in a standard office environment, use standard office equipment and attend off-site meetings. On an intermittent basis, sit at a desk for long periods of time; intermittently walk, stand, bend, squat, twist and reach while performing office duties; lift light to moderately heavy weights. Manual dexterity to use standard office equipment and supplies and to manipulate both single sheets of paper and large document holders (binders, manuals, etc.); vision to read handwritten and printed materials and a computer screen; hearing and speech to communicate in person and by telephone.

FLSA: E

This job specification should not be construed to imply that these requirements are the exclusive standards of the position. Not all duties are necessarily performed by each incumbent. Additionally, incumbents may be required to follow any other instructions and to perform any other related duties as may be required by their supervisor.